

SHOPPING CART WITH ADVERTISING
DISPLAY FRAMES AND ADVERTISING METHOD

ABSTRACT

A metal wire rod shopping cart wherein a reinforced display frame is integrated in a wall of at least one of a front wall, opposed side walls or the backrest wall of a baby seat compartment. The reinforced display frame is a U-shaped metal channel defined by opposed parallel side channel members and an integral transverse end channel member disposed in a common plane. The channel members have longitudinal slots having a slot opening facing inwardly to one another. A metal panel sheet is secured substantially centrally in said slots of at least said opposed parallel side channel members to divide the slots to form an outer and inner slot adjacent an outer and inner side wall of the metal panel sheet whereby to receive a promotional sheet having display material thereon in sliding fit over the outer and inner side walls between opposed parallel ones of the outer and inner slots. The reinforced display frame is welded to metal wire rods in the said wall about the channel members whereby the reinforced display frame lies in the plane of the side wall to provide for non-obstruction when nesting said shopping cart with other like shopping carts and to reinforce the side wall while providing a backing surface behind the promotional sheet or sheets.